

# THE U.S.-SINGAPORE FREE TRADE AGREEMENT:

## NEW OPPORTUNITIES FOR INTERNATIONAL BUSINESS STRATEGIES

### JANUARY 13-15, 2004

#### **PROGRAM OVERVIEW**

The United States and Singapore signed a free trade agreement (FTA) in May 2003. This landmark USSFTA, the first between the United States and an Asian nation, will take effect on January 1, 2004. It will open up new and exciting international business opportunities for Singapore and U.S. companies.

To better equip Singapore and U.S. enterprises to capitalize on these opportunities, the **University of Michigan Business School**, with the support of the **U.S. Department of Commerce**, the **U.S. Embassy – Singapore**, and **International Enterprise Singapore**, is organizing a 3-day executive education program that includes attendance at the International Enterprise Forum 2004 organized by IES on January 15th.

The U.S. Ambassador to Singapore, Franklin Lavin, and the Singapore Trade and Industry Minister, George Yeo, will be delivering keynote addresses. Senior U.S. government experts from Washington, D.C., the U.S. Embassy, and Singapore government officials will be speaking on the implications of the USSFTA for services, manufacturing, e-commerce, intellectual property rights protection, and trade, business and professional visas issues. In addition, Professor Stewart Black, an international business strategy professor from the University of Michigan Business School, will provide participants with insights on how to craft relevant and competitive international business strategies for their companies.

#### **PROGRAM DETAILS**

##### Date and Time:

January 13 - 15, 2004 (Tuesday – Thursday)  
8.30am - 5.30pm

##### Venue:

Orchard Hotel, Ballroom 3, 3rd Level (January 13th and 14th)  
Raffles City Convention Center, 2 Stamford Road (January 15th)

##### Program Fee:

US\$2,650 inclusive of tuition, course materials, certificate of completion, group photograph, participation in International Enterprise Forum 04, all lunches and refreshments and a networking reception on January 15th.

##### Target Audience:

- 1) Executives responsible for formulating international business strategies;
- 2) Representatives from governments in the region

Organized by:



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AGREEMENT:**  
*NEW OPPORTUNITIES FOR INTERNATIONAL BUSINESS STRATEGIES*  
**JANUARY 13-15, 2004**

**PROGRAM**

|              |                                  |
|--------------|----------------------------------|
| <b>DAY 1</b> | <b>TUESDAY, JANUARY 13, 2004</b> |
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|------------|---|
| 08:00 a.m. | Registration of participants  |
| 09:00 a.m. | Overview of USSFTA – <b>Mr Minn Naing Oo</b><br><b>Deputy Director / Legal Advisor, Trade Division</b><br><b>Singapore Ministry of Trade and Industry</b> |
| 10:15 a.m. | Tea break   |
| 10:45 a.m. | Implications of USSFTA for Services<br><u>Speaker:</u> <b>Mr. Doug Baker, Deputy Assistant Secretary</b><br><b>U.S. Department of Commerce</b>            |
| 12:00 noon | Lunch   |
| 1:00 pm.   | Keynote Speech - <b>U.S. Ambassador Franklin Lavin</b>  |
| 2:00 pm.   | Implications of USSFTA for Manufacturing Industries and the<br>Integrated Sourcing Initiative   |
| 3:15 p.m.  | Tea Break   |
| 3:45 p.m.  | Intellectual Property Rights and E-commerce Issues<br><u>Speaker:</u> <b>Ms Sheena Jacob, Partner</b><br><b>Alban Tay Mahtani and de Silva Singapore</b>  |
| 5:00 p.m.  | Close   |

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| <b>DAY 2</b> | <b>WEDNESDAY, JANUARY 14, 2004</b> |
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- 09.00 a.m. Introduction to International Business Strategic Planning –  
**Professor Stewart Black, University of Michigan Business School**
- 10.15 a.m. Tea Break
- 10:45 a.m. Workshop: Incorporating the USSFTA into Company International Business Strategic Planning –  
**Professor Stewart Black, University of Michigan Business School**
- 12:00 noon Lunch
- 1:00 pm. Workshop: Implementing Company Strategic International Business Plans (with a focus on the USSFTA) –  
**Professor Stewart Black, University of Michigan Business School**
- 2:15 pm. Speech on Trade, Investment and Professional Visas  
Speaker: **Ms. Lynn Gutensohn, Consular Section Chief, U.S. Embassy**
- 3:15 p.m. Tea Break
- 3:45 p.m. Plenary Session / Q&A  
Chairman: **Professor Stewart Black**  
Panel Members:  
**U.S. Government Officials**  
**Government of Singapore Officials**  
**Mr. Doug Baker, U.S. Deputy Assistant Secretary of Commerce**  
**Ms. Georgia Creech, Commerce Desk Officer (Singapore, Malaysia & Brunei)**  
**Mr. Paul Brown, Economic Section Chief, U.S. Embassy**  
**Ms. Lynn Gutensohn, Consular Section Chief, U.S. Embassy**  
**Mr Minn Naing Oo, Deputy Director / Legal Advisor, Trade Division, Singapore Ministry of Trade and Industry**
- 5:00 p.m. Presentation of Certificates of Completion
- 5:30 p.m. Close

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#### DAY 3

#### THURSDAY, JANUARY 15, 2004 – INTERNATIONAL ENTERPRISE FORUM 2004

- 08.45 a.m. Opening Speech – **Mr. Lee Yi Shyan, CEO, IE Singapore**
- 09:00 a.m. Keynote Address – **Minister George Yeo**  
**Minister for Trade and Industry**
- 09:15 a.m. How Top Asian Companies Grow –  
**Mr. Charles Ormiston, Bain & Co.**
- 10:00 am. Tea Break
- 10:15 am. Value Innovation: Creating a Winning Strategy for the Future - **Professor Chan Kim, Boston Consulting Group, Professor, INSEAD Business School**
- 11:00 am. Panel Discussion
- 12:00 noon Lunch
- 1:15 p.m. “United States – U.S. Recovery + USSFTA = Renewed Opportunities?”  
**or**  
“Southeast Asia – Sunset or Sunrise”
- 2:40 p.m. “China – Red Hot and Getting Hotter...Is China Running the Risk of Overheating?”  
**or**  
“Japan – Is the Sun Rising Again?”
- 3:55pm Tea Break
- 4:15 p.m. “India – Will the Rest of India Follow in the Footsteps of Its IT Industry?”  
**or**  
“Europe & CIS – The New Europe: Renaissance Rediscovered?”
- 5:30pm. Networking Cocktail

# THE U.S.-SINGAPORE FREE TRADE AGREEMENT: NEW OPPORTUNITIES FOR INTERNATIONAL BUSINESS STRATEGIES JANUARY 13-15, 2004

## J. Stewart Black, Ph.D.

Dr. Black is the Executive Director of the Asia Pacific Human Resource Partnership and Professor of Business Administration at the University of Michigan School of Business.

Dr. Black received his undergraduate degree in psychology and English from Brigham Young University, where he graduated with honors. He earned his master degree from the business school at Brigham Young University, where he was on the dean's list and graduated with distinction. After graduation, he worked for a Japanese consulting firm, where he eventually held the position of managing director. Dr. Black returned to the U.S. and received his Ph.D. in Business Administration from the University of California, Irvine. He then took a position as assistant professor at the Amos Tuck School of Business Administration, Dartmouth College and was later promoted to associate professor. After five years at Dartmouth College, Dr. Black accepted a position as associate professor of international management at Thunderbird (The American Graduate School of International Management). Dr. Black also served as the director of the Thunderbird Japan Campus and later as the Associate Vice President for Thunderbird Executive Education. Prior to leaving Thunderbird to join the University of Michigan, Dr. Black was promoted to full professor with tenure.

Dr. Black is a leading instructor and scholar in leadership, strategy, change, globalization, and international human resource management. His research and consulting focuses on the areas of global leadership, strategic human resource management, international assignments, and cross-cultural management.

Dr. Black has traveled throughout Europe and Asia. In addition, he lived and worked in Japan for over 4 years with responsibilities that focus on the entire region. He has been a visiting professor at International University of Japan on three different occasions. In just the last four years, Dr. Black has visited Asia on 38 different occasions totaling over 1 years of time on the ground in the region.

Professor Black has consulted with, and done seminars for a variety of international firms in the areas of global leadership and international human resource management, including: American Express, Black & Decker, The Boeing Company, Brunswick, Exxon, EDS, General Motors, Honda Motors, IBM, Isuzu Motors, Kawasaki Shipping, Kawasaki Steel, The Kellogg Company, Liz Claiborne, Motorola, NASA, Nissan Motors, Nihon Unisys, Solar Turbines, Sony, Sunkyoung, TDK, TRW.

Professor Black is also a co-author of eight books, including: *Leading Strategic Change: Breaking through the Brain Barrier*, *Global Explorers: The Next Generation of Leader*, *Globalizing People through International Assignments*, *So You're Going Overseas: A Handbook for Personal and Professional Success*, *Management: Meeting New Challenges*, and *International Business Environments*. He is the author of over 50 articles which have appeared in both managerial and academic publications: *Business Week*, *The Wall Street Journal*, *Fortune*, *Workforce*, *International Business*, *Mobility*, *Personnel*, *Academy of Management Review*, *Academy of Management Journal*, *Human Resource Management*, *Group & Organization Studies*, *International Journal of Intercultural Relations*, *Asia-Pacific Journal of Management*, *Journal of International Business Studies*, *Academy of Management Journal*, *Human Relations*. He has also made over 40 presentations at professional meetings in the U.S. and throughout the world.

He is active in the Academy of Management, and has served on the Executive Committee of the International Management Division. He has served as Editor of the *Journal of International Management* and an Editorial Board Member of the *Academy of Management Review*. He also served as a reviewer for *Administrative Science Quarterly*, *Journal of International Business Studies*, and *Academy of Management Journal*.

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